

AMENDMENTS TO THE CLAIMS

1-53. (Canceled)

54. (New) A method of targeting a web page to a user of a web portal, the method comprising:

transmitting to a user computer encoded web pages of a web portal hosted by a web portal host, the encoded web pages being configured to be displayed to a user of the user computer and the web portal being configured to provide the user access to information and a plurality of services;

transmitting to the user computer encoded information representing a question to be displayed to the user as part of a web page of the web portal;

providing an inducement to the user to answer the question, the inducement being configured to distract the user from the information or services of the web portal but allowing the user to access information or services of the web portal without answering the question;

upon the user answering the question, receiving an answer of the user to the question;

searching a database to identify an additional question or a web page that is associated with the user's answer to the question, wherein the association of an answer with an additional question or with a web page is configured to ascertain the user's interest in the additional question or the web page;

if, upon searching the database, an additional question associated with the user's answer is identified, transmitting to the user computer encoded information representing the additional question to be displayed to the user as part of a web page of the web portal; and

if, upon searching the database, a web page associated with the user's answer is identified, transmitting to the user computer encoded information representing the web page to be displayed to the user, wherein revenue is generated for the web portal host.

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55. (New) The method of Claim 54, wherein searching the database to identify an additional question or web page comprises deriving keywords from the user's answer to the question and searching the database for keywords associated with the additional question or the web page.

56. (New) The method of Claim 54, wherein providing the inducement to answer the question comprises providing a monetary reward.

57. (New) The method of Claim 54, wherein providing the inducement to answer the question comprises providing a chance to win a prize.

58. (New) The method of Claim 54, wherein the web page associated with the user's answer comprises links to other web pages.

59. (New) The method of Claim 58, wherein at least one of the links to other web pages is a link sponsored by an advertiser.

60. (New) A method of targeting a web page to a user of a web portal, the method comprising:

transmitting to a user computer encoded web pages of a web portal hosted by a web portal host, the encoded web pages being configured to be displayed to a user of the user computer and the web portal being configured to provide the user access to information and a plurality of services;

transmitting to the user computer encoded information representing a question to be displayed to the user as part of a web page of the web portal;

providing an inducement to the user to answer the question, the inducement being configured to distract the user from the information or services of the web portal but allowing the user to access information or services of the web portal without answering the question;

upon the user answering the question, receiving an answer of the user to the question;

determining whether to present to the user an additional question or to present to the user a web page associated with the user's answer to the question;

if it is determined to present to the user an additional question, transmitting to the user computer encoded information representing the additional question to be displayed to the user as part of a web page of the web portal; and

if it is determined to present to the user a web page associated with the user's answer to the question, searching a database to identify a web page that is associated with the user's answer to the question, wherein the association of the user's answer with the web page is configured to ascertain the user's interest in the web page, and transmitting to the user computer encoded information representing the web page to be displayed to the user, wherein revenue is generated for the web portal host.

61. (New) The method of Claim 60, wherein searching the database to identify a web page comprises deriving keywords from the user's answer to the question and searching the database for keywords associated with the web page.

62. (New) The method of Claim 60, wherein providing the inducement to answer the question comprises providing a monetary reward.

63. (New) The method of Claim 60, wherein providing the inducement to answer the question comprises providing a chance to win a prize.

64. (New) The method of Claim 60, wherein the web page associated with the user's answer comprises links to other web pages.

65. (New) The method of Claim 64, wherein at least one of the links to other web pages is a link sponsored by an advertiser.

66. (New) A method of targeting a web page to a user of a web portal, the method comprising:

transmitting to a user computer encoded web pages of a web portal hosted by a web portal host, the encoded web pages being configured to be displayed to a user of the user computer and the web portal being configured to provide the user access to information and a plurality of services;

transmitting to the user computer encoded information representing a set of questions to be displayed to the user as part of a web page of the web portal;

providing an inducement to the user to answer the set of questions, the inducement being configured to distract the user from the information or services of the web portal but allowing the user to access information or services of the web portal without answering the set of questions;

receiving one or more answers of the user to the set of questions;

searching a database to identify a web page that is associated with the user's answers to the questions, wherein the association of the user's answers with the web page is configured to ascertain the user's interest in the web page; and

transmitting to the user computer encoded information representing the web page to be displayed to the user.

67. (New) The method of Claim 66, wherein the set of questions comprises one question.

68. (New) The method of Claim 66, wherein the set of questions comprises a plurality of questions and at least some of the plurality of questions are determined based at least in part on the user's answer to at least one previous question.

69. (New) The method of Claim 66, wherein searching the database to identify a web page comprises deriving keywords from the user's answers to the questions and searching the database for keywords associated with the web page.

70. (New) The method of Claim 66, wherein providing the inducement to answer the questions comprises providing a monetary reward.

71. (New) The method of Claim 66, wherein providing the inducement to answer the questions comprises providing a chance to win a prize.

72. (New) The method of Claim 66, wherein the web page associated with the user's answers comprises links to other web pages.

73. (New) The method of Claim 72, wherein at least one of the links to other web pages is a link sponsored by an advertiser.